

Core MAU Q3 and September 2023 Email Performance Review

October 12th, 2023

MARRIOTT
BONVOY®



ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO

Contents

- **Performance Assessment**
 - Q3 2023
 - September 2023
- **Foundational Strategic Initiatives**
 - Generate Revenue
 - Build Pride
 - Grow Engagement
- **Recommendations & Next Steps**
- **Appendix**

Q3 Performance Review

Quarterly Performance Dashboard

(Jul – Sep 2023)

Engagement Summary:

- Delivered volumes remain consistent QoQ whereas September had a significant drop in delivered driven by opt-out updates
- CTR increased 0.1 pts. QoQ with slightly stronger performance throughout Q3
- Unsub rate continues to see higher than average rates in Q3

Quarterly Impacts:

- Member profile updates associated with opt-in status driving declines in MoM delivered volumes; trend continuing into October
- Similar promotional strategy YoY with August and September featuring Points Promo and GloPro offers
- Milestone placement testing beginning in August and also in September

Q3 Engagement Metrics

QoQ Comparisons

Deliveries:

90.2 M (+0.1%)

Unique Clicks:

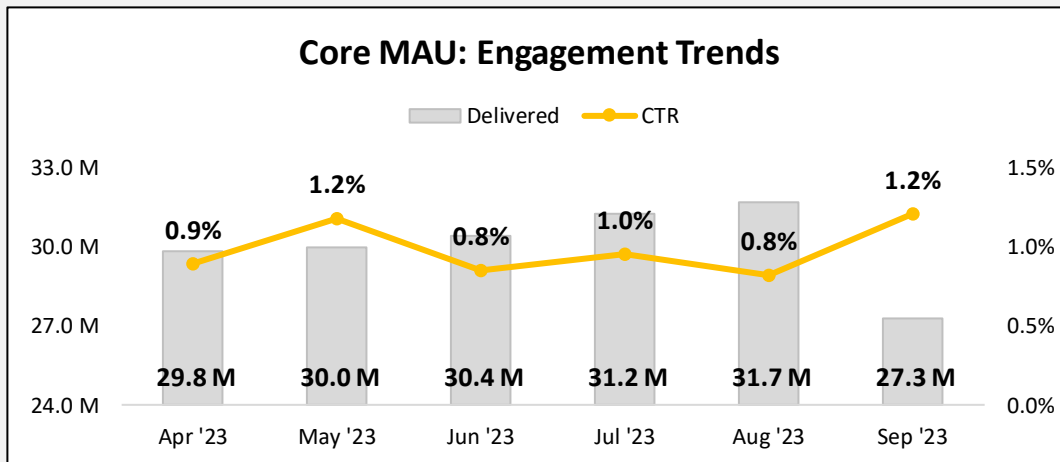
933.5 K (+6.5%)

CTR:

1.0% (+0.1 pts.)

Unsub. Rate:

0.21% (+0.05 pts.)



72 Modules Developed

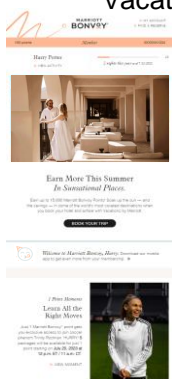
Q3 Initiatives Supported

- Q3 Points Promo
- GloPro
- City Express
- Milestone Messaging
- Brand Education
- New Hotels
- Moments
- EAT
- Cobrand
- Earn on Dining

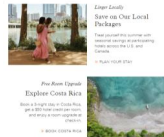
Core MAU: Q3 2023 Creative (ENG Versions)

July 2023 (7/20 & 7/22)

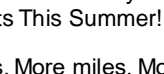
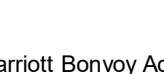
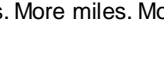
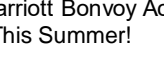
Vacations by Marriott/EMEA MEO



Harry's July Offers

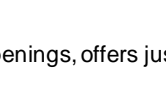
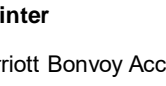
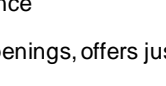
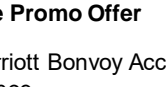
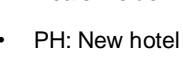
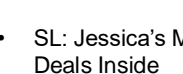
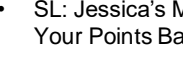
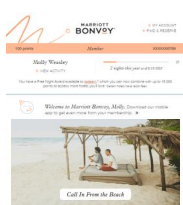


What's New This Month



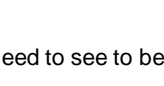
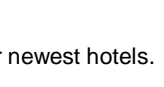
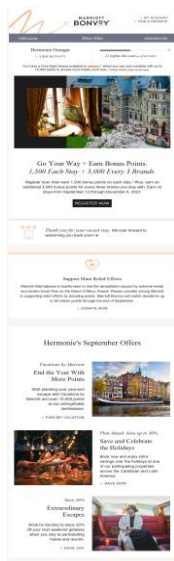
August 2023 (8/17 & 8/24)

Q3 Points Purchase Promo



September 2023 (9/14 & 9/21)

GloPro



Glo Pro

- SL: [Fname's][Your] Marriott Bonvoy Account Update: Earn 1,500 Points On Each Stay
- PH: ALSO: See and be seen at our newest hotels.

Seasonal/Generic

- SL: [Fname's][Your] Marriott Bonvoy Account Update: Earn More This Season
- PH: PLUS: Brand new hotels you need to see to believe.

Q3 Points Purchase Promo Offer

- SL: Jessica's Marriott Bonvoy Account: How to Boost Your Points Balance
- PH: New hotel openings, offers just for you, and more!

Generic Summer/Winter

- SL: Jessica's Marriott Bonvoy Account: End-of-Season Deals Inside
- PH: New hotel openings, offers just for you, and more!

Vacations by Marriott

- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 15k Pts This Summer!
- PH: More points. More miles. More ways to earn inside...

EMEA MEO

- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 10k Points This Summer!
- PH: More points. More miles. More inside...

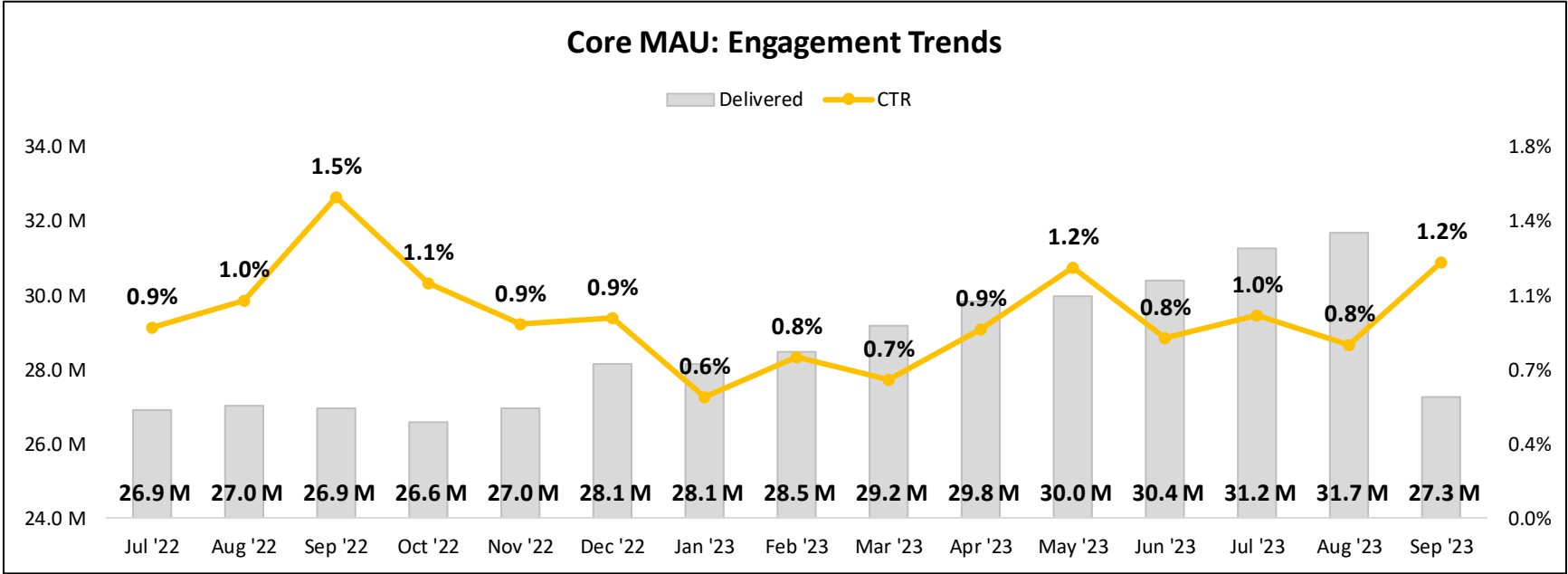
Core MAU: Q3 2023 Performance Summary

- Delivered volumes remain consistent QoQ whereas September had a significant drop in delivered driven by opt-out updates, known issue currently being investigated by Epsilon across multiple campaigns
- Strong promotions in market in Q3 including GloPro and Points Promo in both 2023 and 2022 driving similar CTR of 1.0% YoY (2023 CTR Goal 1.3%)
 - September '22 GloPro messaging earn up to 4,000 points with stay at 2nd brand brought in \$1.6 M with Sept '23 GloPro offering extra points for 3rd brand stay driving less revenue overall impacting YoY revenue decreases
 - August Points Promo and July Core MAU driving similar revenue levels YoY

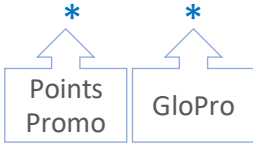
	Q3 '23	QoQ	YoY
Delivered	90.2 M	+0.1% (+59.0 K)	+11.6% (+9.4 M)
Clicks	933.5 K	+6.5% (+57.3 K)	+0.9% (-8.1 K)
CTR	1.0%	+0.1 pts.	-0.1 pts.
Unsub Rate	0.21%	+0.05 pts.	+0.09 pts.
Bookings	7.9 K	-0.3%	-15.2%
Room nights	17.1 K	+1.3%	-19.1%
Revenue	\$3.4 M	-4.0%	-14.9%

Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted

Promotional calendar and audience shifts impact engagement levels

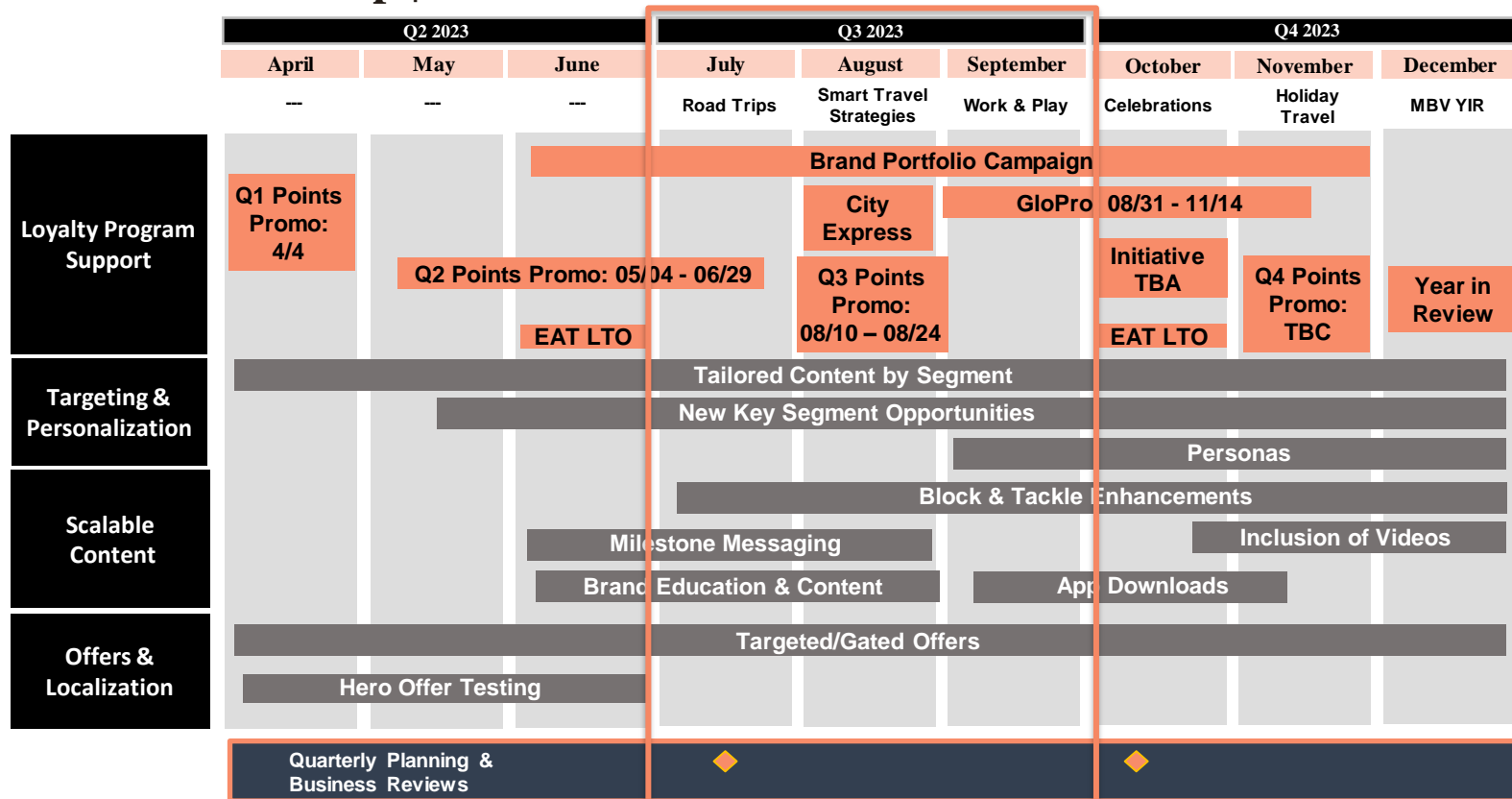


Asterisk (*) indicates months with Promotional hero features



2023 Roadmap | Core MAU

Program Level Testing Focus Areas



Ongoing Support for Key Initiatives

- Program Growth Initiatives
- Brand Awareness
- Partnerships
- Moments
- New Languages
- Cobrand: ACQ/ECM, LTO & BAU

2023 Roadmap | Q3 Initiatives Supported

Jul Milestone Messaging Launch ENG/BEN



You're so close to Silver Elite Status! Learn all the ways to earn points that will take you to the next level. »

Delivered: **20.5 M** CTR: **0.04%**



You're so close to Gold Elite Status! Learn all the ways to earn points that will take you to the next level. »

Delivered: **1.5 M** CTR: **0.25%**



You're so close to Platinum Elite Status! Learn all the ways to earn points that will take you to the next level. »

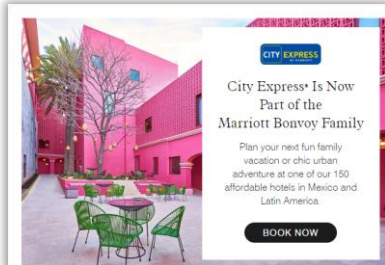
Delivered: **1.4 M** CTR: **0.36%**



You're so close to Titanium Elite Status! Learn all the ways to earn points that will take you to the next level. »

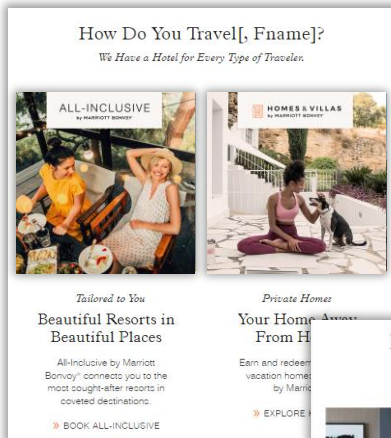
Delivered: **267.7 K** CTR: **0.76%**

Aug City Express

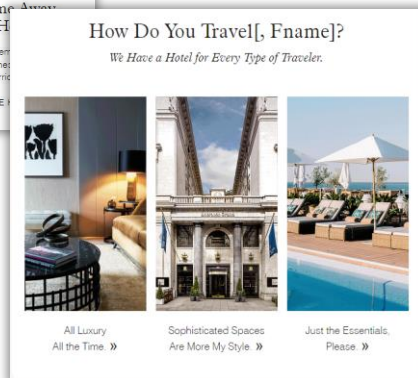


- Deliv: 1.3 M
- CTR: 0.02%

Jul Brand Education

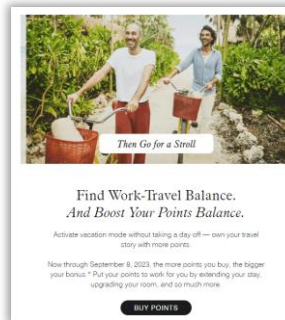


Deliv: 21.8 M
CTR: 0.04%



- Deliv: 9.4 M
- CTR: 0.11%

Aug Q3 Points Promo



- Deliv: 23.8 M
- CTR: 0.15%

Sep GloPro



- Deliv: 21.9 M
- CTR: 0.70%



Core MAU | Q3 Actions Taken

Targeting & Personalization

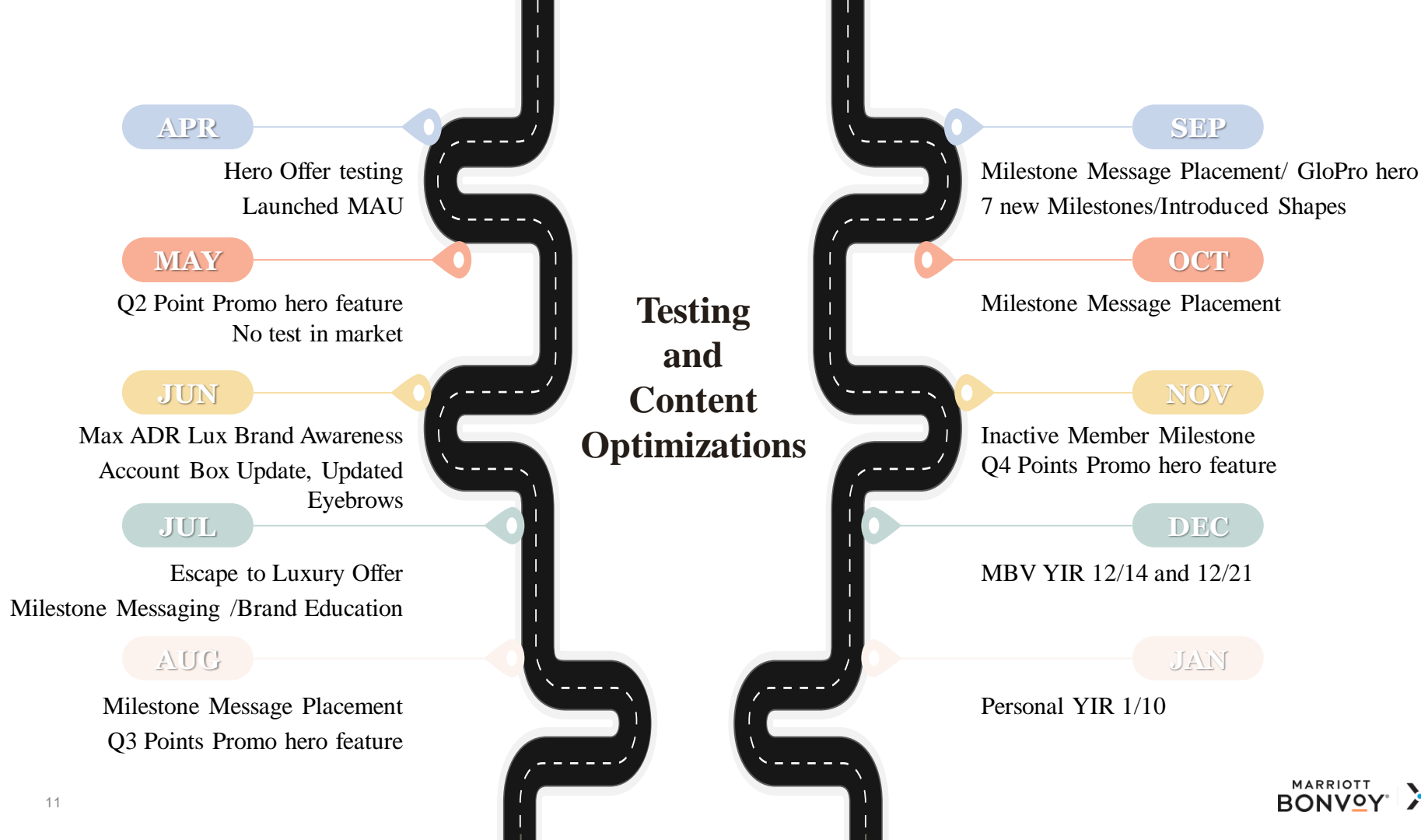
- Personal Ambassador Relaunch
- Personalized Milestone messaging
- Annual Choice Benefit
- Cobrand
- Other personalized partner updates including UnitedMileage Plus, Hertz, EAT etc.

Scalable Content

- Milestone messaging expansion
- Milestone messaging testing (above/below hero)
- Continued to support brand education, scannable headlines, Did You Know & Traveler content

Offers & Localization

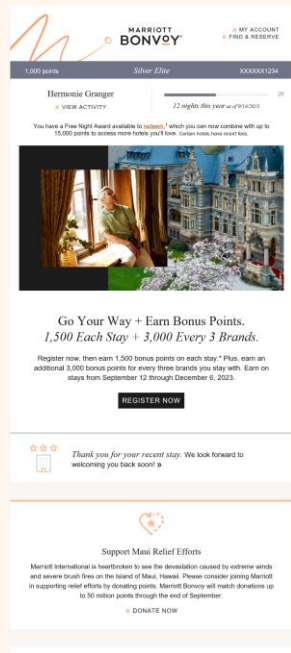
- GloPro hero feature in September
- Points Promo hero feature in August
- Targeted Hero offer and secondary offer placements by Region; includes Vacations by Marriott, EMEA MEO, Escapes and Earn on Dining



September Performance

Core MAU Snapshot: September 2023

The member newsletter launched on 9/14 & 9/21, and there were...



9 Versions
In-Market

27.3 M Members Reached

328.3 K Clicks

1.9 K Booked Stays

\$795.5 K Revenue
Generated

Supported Initiatives:

GloPro | Global Airline Partnerships | MB Escapes | Maui Relief | Homes & Villas | Maritz | Boutiques | Vacations by Marriott | Moments - Elevation Beaver Creek | EAT | Earn on Dining

Content Curation

Stakeholders
Submitted Content **22**

Modules
Developed **26**

Dynamically
Targeted Modules **69%**



Language Versions

English, British English,
Spanish, German, French,
Italian, Portuguese,
Japanese & Chinese

Core MAU: September 2023

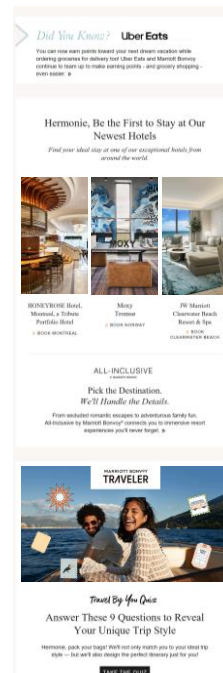
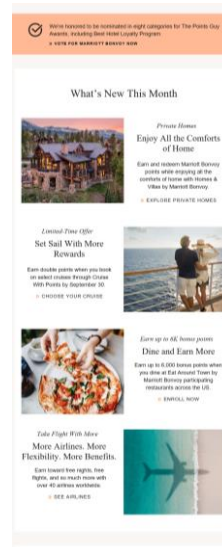
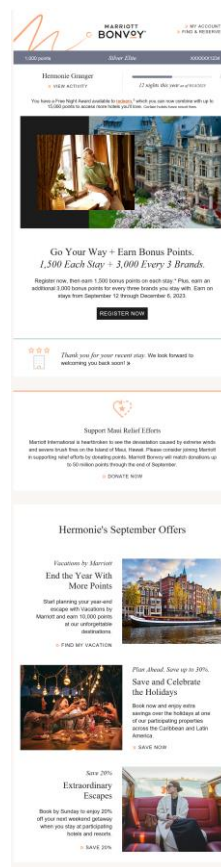
ENG/BEN (9/14) + In-Lang. (9/21)

Glo Pro Hero:

- SL: [Fname's][Your] Marriott Bonvoy Account Update: Earn 1,500 Points On Each Stay
- PH: ALSO: See and be seen at our newest hotels.

Seasonal/Generic Hero:

- SL: [Fname's][Your] Marriott Bonvoy Account Update: Earn More This Season
- PH: PLUS: Brand new hotels you need to see to believe.



ENG version



Performance Metrics: September 2023

- Delivered volume had a significant decline in September driven by opt-out updates; a known issue currently being investigated by Epsilon across multiple campaigns
- GloPro in market with strong CTR of 1.2% which is an increase of 0.2 pts. MoM
 - September '22 GloPro messaging earn up to 4,000 points with stay at 2nd brand brought in \$1.6 M with Sept '23 GloPro offering extra points for 3rd brand stay driving less revenue overall at \$795.5 K impacting financial decreases
- Unsub rate continues to be higher than average with increases seen across multiple campaigns beginning in May

	Sep-23	MoM	YoY	vs. Avg.
Delivered	27.3 M	-14.1% (-4.4 M)	+1.2% (+310.5 K)	-5.9% (-1.7 M)
Clicks	328.3 K	+6.8% (+20.9 K)	-19.4% (-79.1 K)	+20.8% (+56.6 K)
CTR	1.2%	+0.2 pts.	-0.3 pts.	+0.3 pts.
Unsub Rate	0.25%	+0.04 pts.	+0.13 pts.	+0.09 pts.
Bookings	1.9 K	-44.9%	-52.7%	-24.1%
Room nights	4.1 K	-43.6%	-53.3%	-23.4%
Revenue	\$795.5 K	-45.0%	-48.9%	-23.5%

*Core MAU rolling 12-month avg. includes Sep '22 –Aug '23

**Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted



Core MAU Member Level Heat Map Summary: **September 2023**

- Header and Account box continue to drive most engagement MoM
- GloPro drove strong interest across all regions with U.S., Canada and Europe the most engaged; contributing to increased CTR of 0.2 pts. MoM
- Escapes and Vacations by Marriott continue to drive interest for regions the offers are targeted to
- New hotel properties driving varied interest with JW Clearwater showing most engagement across regions; this property engaged audiences getting Lux MAU as well
 - Continue to highlight luxury properties moving forward through new hotel features and other associated brand education initiatives
- Europe, CALA and EMEA remain highly engaged with Traveler content
- APAC, EMEA and Europe showing more interest in Member benefits section overall



Core MAU Regional Level Heat Maps: September 2023

Modules	% of Clicks	% of Bookings	US	Canada	CALA	Europe	MEA	APAC
Header	11.87%	48.43%	10.99%	11.27%	14.00%	13.29%	14.72%	12.86%
Account Box	19.50%	17.26%	21.56%	21.33%	24.80%	12.89%	14.54%	15.59%
Hero	34.43%	26.93%	43.49%	37.61%	21.67%	28.09%	13.48%	18.45%
Global Promotion	32.46%	20.82%	41.93%	35.38%	18.86%	26.07%	11.90%	15.55%
Holdout Group (Seasonal)	1.97%	6.11%	1.56%	2.23%	2.81%	2.03%	1.59%	2.90%
Milestone Message	2.13%	1.75%	1.99%	2.37%	0.96%	2.00%	3.23%	2.48%
Maui Relief	0.99%	0.00%	0.52%	0.68%	0.90%	1.68%	2.12%	1.90%
Offers	4.12%	3.72%	5.31%	4.95%	3.84%	5.86%	4.65%	0.01%
Vacations by Marriott	1.45%	1.06%	2.54%	--	--	--	--	--
St. Regis Boutique	0.00%	0.00%	--	--	--	--	--	0.01%
Premium Rooms	0.13%	0.05%	--	--	--	1.76%	0.06%	--
Festive Offer	0.86%	0.05%	1.01%	1.93%	3.84%	--	--	--
Weekend Escapes	0.51%	0.32%	--	--	--	4.10%	4.59%	--
Marriott Bonvoy Escapes	1.18%	2.23%	1.76%	3.02%	--	--	--	--
Cobrand	1.80%	0.00%	0.97%	1.49%	1.25%	0.40%	1.51%	4.80%
Voting Banner	0.72%	0.00%	0.32%	0.46%	0.18%	1.10%	1.94%	1.60%
Member Benefits	6.86%	0.37%	4.91%	5.05%	6.65%	8.64%	9.99%	11.41%
Homes & Villas	1.96%	0.16%	1.82%	1.94%	0.61%	1.78%	3.10%	2.45%
Cruise With Points	0.45%	0.00%	0.80%	--	--	--	--	--
Moments - Elevation Beaver Creek	0.57%	0.00%	0.00%	0.68%	0.23%	0.95%	2.08%	1.71%
EAT - Enrolled	0.04%	0.00%	0.08%	--	--	--	--	--
EAT - Not Enrolled	0.61%	0.00%	1.08%	--	--	--	--	--
Discover Local	0.06%	0.11%	--	1.07%	--	--	--	--
European Resorts	0.79%	0.11%	--	0.07%	1.50%	3.43%	2.23%	1.79%
Asia Pacific enhanced dining benefit	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.64%
Greater China Earn and Redeem	0.02%	0.00%	--	--	--	--	--	0.07%
APAC Earn on Dining	0.44%	0.00%	--	--	--	--	--	2.08%
Global Airline Partnership Page	1.12%	0.00%	1.13%	1.26%	2.96%	1.83%	2.53%	0.12%
Maritz Global Offer	0.23%	0.00%	--	0.03%	1.34%	0.65%	0.04%	0.56%
Did You Know?	0.15%	0.00%	0.26%	--	--	--	--	--
New Hotels	3.99%	0.48%	2.19%	3.91%	6.89%	5.46%	6.99%	7.14%
Montreal Tribute	1.07%	0.21%	0.44%	1.60%	1.49%	1.35%	2.33%	2.17%
Moxy Norway	0.96%	0.00%	0.35%	0.58%	1.34%	1.69%	2.33%	2.08%
JW Clearwater	1.50%	0.27%	0.85%	0.98%	1.79%	2.42%	2.34%	2.89%
All-Inclusive	0.46%	0.00%	0.56%	0.75%	2.27%	--	--	--
Traveler	1.18%	0.05%	0.66%	0.87%	2.18%	2.37%	2.11%	1.84%
Travel by You Quiz	0.55%	0.05%	0.66%	0.76%	0.13%	0.65%	0.44%	0.26%
Editorial	0.63%	0.00%	0.00%	0.12%	2.05%	1.72%	1.67%	1.58%
Featured Properties	0.93%	0.00%	0.31%	0.47%	0.99%	1.48%	2.35%	2.23%
Footer	11.32%	1.01%	6.49%	9.56%	15.68%	16.74%	22.37%	19.70%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Foundational Strategic Initiatives

Generate Revenue

Build Pride

Grow Engagement

Generate Revenue

Foundational Areas of Opportunities:

***Hero Content**

***Submitted Offers**

Member Account Box

(*) *monthly highlights*



Top 5 revenue drivers for September drove 93% of overall revenue

All other content generated \$52 K of the \$795.5 K in total revenue



HEADER

Delivered: 27.3 M

Rev: \$338.6 K

Bookings: 818

ACCOUNT BOX

Delivered: 27.3 M

Rev: \$140.5 K

Bookings: 419

GLOPRO

Delivered: 21.9 M

Rev: \$137.3 K

Bookings: 392

GENERIC SEASON

Delivered: 5.3 M

Rev: \$103.8 K

Bookings: 115

MARRIOTT BONVOY ESCAPES

Delivered: 17.7 M

Rev: \$23.0 K

Bookings: 42

*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted

For revenue driving offers in September, Marriott Bonvoy Escapes drove the most revenue, followed by Vacations by Marriott

Vacations by Marriott End the Year With More Points

Start planning your year-end escape with Vacations by Marriott and earn 10,000 points at our unforgettable destinations.

» FIND MY VACATION



Earn 10,000 Points 瑞吉入梦 璀璨人生

即日起至9月25日，瑞吉睡床立减¥4,080起，加赠价值¥3,980超豪华枕垫，睡单另赠价值¥2,760羽绒枕芯1对，万豪旅享家会员购床垫享10,000点积分。

» 即刻选购



Vacations by Marriott

Revenue: **\$5.4 K**

Delivered: **16.6 M**

St. Regis Boutique Bed

Revenue: **\$0**

Delivered: **3.3 K**

Premium Rooms (EMEA)

Revenue: **\$400**

Delivered: **333.0 K**



Plan ahead. Save up to 30%.

Save and Celebrate the Holidays

Book now and enjoy extra savings over the holidays at one of our properties across the Caribbean and Latin America.

» SAVE NOW

Festive Offer – Up to 30% off

Revenue: **\$692**

Delivered: **18.8 M**

Get Away for the Weekend

Book by this Sunday to enjoy 20% off your next weekend getaway when you stay at participating hotels and resorts.

» SAVE 20%



MB Escapes: save 20% on weekend Escapes

Revenue: **\$1.8 K**

Delivered: **2.2 M**

Extraordinary Escapes

Book by Sunday to enjoy 20% off your next weekend getaway when you stay at participating hotels and resorts.

» SAVE 20%



Marriott Bonvoy Escapes

Revenue: **\$23.0 K**

Delivered: **17.7 M**

*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted

Top 5 revenue drivers for August drove 97% of overall revenue

All other content generated \$45 K of the \$1.4 M in total revenue



Make the Summer Last
With a Getaway Like No Other.

*Next, whether you savor in one more trip to a sun-drenched destination or uncover another urban adventure, get out of town at one of our breathtaking hotels around the world.

BOOK YOUR TRIP



Free Room Upgrade
Suite Your
Next Stay

Sit back, relax, and enjoy the view from a free room upgrade or discounted suite at select hotels.

UPGRADE YOUR STAY

Earn 10,000 Points
Earn at Enticing
Destinations

Members earn up to 10,000 points on a two-night stay at select hotels in the Caribbean and Latin America.

EARN MORE



HEADER

Delivered: 31.7 M

Rev: \$810.2 K

Bookings: 1,903

ACCOUNT BOX

Delivered: 31.7 M

Rev: \$359.3 K

Bookings: 916

GENERIC SUMMER

Delivered: 2.6 M

Rev: \$125.3 K

Bookings: 270

SUITES

Delivered: 23.5 M

Rev: \$79.1 K

Bookings: 163

CALA MEO OFFER


Delivered: 5.0 M

Rev: \$23.4 K


Bookings: 24

*Revenue and Room Nights KPIs have been impacted by current reporting issues.
Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted


For revenue driving offers in August, the Suites offer drove the most revenue, followed by MEO offers




Free Shutterfly Photo Book*
Capture your favorite travel memories in a custom 8x8 photo book from Shutterfly.
» CLAIM OFFER




Earn 10,000 Points
Extraordinary Adventures Await
Book a two-night stay in one of our premium rooms in the Middle East and Africa and earn up to 10,000 bonus points.
» BOOK YOUR TRIP



Member Exclusive
More Reasons to Explore Spain
Earn 2,500 bonus points for exploring Spain's historic cities and iconic cuisine.
» BOOK TRIP



Member Exclusive
Discover Spain's Splendor
Earn 2,500 bonus points while meandering down Spain's historic cities and sampling its iconic cuisine.
» BOOK TRIP



Free Room Upgrade
Suiten Your Next Stay
Sit back, relax, and enjoy the view from a free room upgrade or discounted suite at select hotels.
» UPGRADE YOUR STAY


Shutterfly Offer
Revenue: **\$0 K**
Delivered: **18.0 M**

MEA MEO
Revenue: **\$3.5 K**
Delivered: **9.5 M**

Spain Luxury MEO
Revenue: **\$0 K**
Delivered: **84.9 K**


Spain Non-Lux MEO
Revenue: **\$6.8 K**
Delivered: **30.1 M**

Suites
Revenue: **\$79.1 K**
Delivered: **23.5 M**




Save 20%
Weekend Wanderers Save More
Book by Sunday to enjoy 20% off your next weekend escape when you stay at select resorts and hotels.
» LET'S GO

Marriott Bonvoy Escapes (for INL)
Revenue: **\$966**
Delivered: **468.1 K**




威斯汀白茶“芯”生活
即日起至8月22日,在威斯汀酒店购买任意商品,即可额外获得¥199白茶香薰卡3件装。购买白茶胶囊香薰机套装,加赠¥198白茶胶囊1个。
» 即刻选购

GWP Scented Card
Revenue: **\$0 K**
Delivered: **2.2 M**



Earn 10,000 Points
Earn at Enticing Destinations
Members earn up to 10,000 points on a two-night stay at select hotels in the Caribbean and Latin America.
» EARN MORE

CALA MEO Offer
Revenue: **\$23.4 K**
Delivered: **5.0 M**



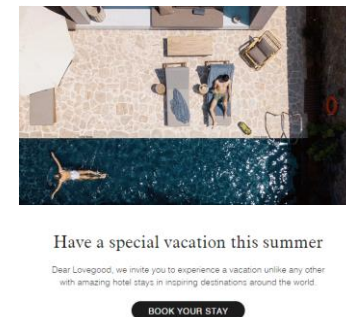
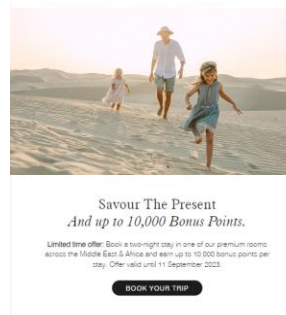
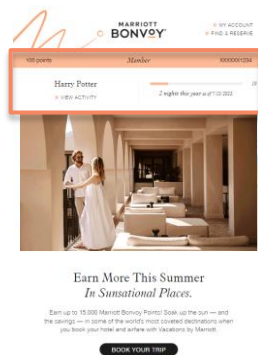
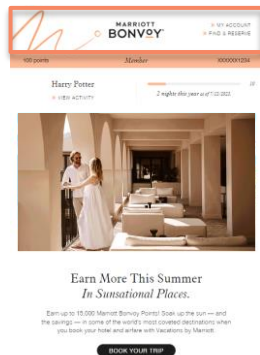
情分越积越深
从文雅到匠心,从三代同堂到阖家欢乐,从一蔬一饭到一生结缡,会员于参与活动期间及酒吧享用美食,可享餐饮消费积分更享积分兑换美味。
» 探索心仪餐厅

GC R+B earn & redeem
Revenue: **\$0 K**
Delivered: **35.9 K**

*Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted

Top 5 revenue drivers for July drove 91% of overall revenue

All other content generated \$102 K of the \$1.1 M in total revenue



HEADER
Delivered: 31.2 M
Rev: \$585.3 K
Bookings: 1,350

ACCOUNT BOX
Delivered: 31.2 M
Rev: \$273.4 K
Bookings: 676

EMEA MEO
Delivered: 9.2 M
Rev: \$62.4 K
Bookings: 135

DISCOVER LOCAL OFFER
Delivered: 26.6 M
Rev: \$61.5 K
Bookings: 132

GENERIC SUMMER/WINTER
Delivered: 4.2 M
Rev: \$36.6 K
Bookings: 120

Revenue and Room Nights KPIs have been impacted by current reporting issues.
 Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted

For revenue driving offers in July, the Discover Local and MEO Costa Rica Hotels offers drove most revenue, followed by CALA Resort Credit



Linger Locally

Save on Our Local Packages

Treat yourself this summer with seasonal savings at participating hotels across the U.S. and Canada.

» PLAN YOUR STAY

Discover Local
Revenue: **\$61.5 K**
Delivered: **26.6 M**

10 Points Per USD\$1

Eat Out and Earn

Earn up to 10 points for every USD\$1 in eligible spending when you dine at participating restaurants and bars across Asia Pacific.

» START DINING



Earn on Dining
Revenue: **\$0 K**
Delivered: **4.0 M**



Save 25%

Stay Longer, Save More

Treat your family to a longer stay this summer with Marriott. Save up to 25% off at participating hotels and resorts.

» EXPLORE OFFER

Stay Longer
Revenue: **\$2.8 K**
Delivered: **1.2 M**



\$100 Resort Credit

Relaxing Resorts

Enjoy up to a \$100 resort credit across the Caribbean and Latin America. Indulge in luxurious spa treatments and much more!

» CLAIM YOUR CREDIT

CALA Resort Credit
Revenue: **\$3.4 K**
Delivered: **19.3 M**

Free Room Upgrade

Explore Costa Rica

Book a 3-night stay in Costa Rica, get a \$50 hotel credit per room, and enjoy a room upgrade at check-in.

» BOOK COSTA RICA



MEO Costa Rica Hotels Credit + Upgrade
Revenue: **\$18.0 K**
Delivered: **20.3 M**



Sit Back and Save

Take advantage of seasonal discounts and save on your next stay of five nights or more.

» STAY LONGER

Spring Deals on 5+ Nights
Revenue: **\$0 K**
Delivered: **1.0 M**

Revenue and Room Nights KPIs have been impacted by current reporting issues.
Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted

Build Pride

Foundational Areas of Opportunities:

***Milestone Messaging**

Themed editions

Images by cultural relevance

‘Did you know’ content

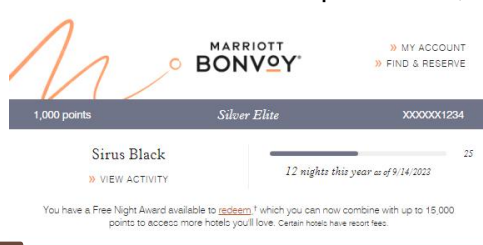
Surveys & Polls

() monthly highlights*

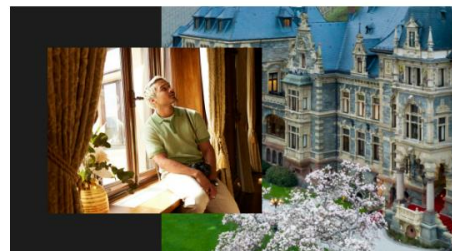


Global ENG Milestone Message A/B August and September Test Results

- Objective: Determine which placement, above or below the hero, is best suited to place milestone messaging moving forward



Above Hero



Below Hero

Global ENG Milestone Message A/B August and September Test Results

- Each Milestone Message's audience was split 50/50 to test placement of the message; the two options were placing the message above or below the Hero
- Placing the Milestone Message above the hero drove more engagement and generated more bookings and revenue in both August and September
 - CTR for the module reached 0.07% for the above Hero versions in both deployments, and the below Hero versions drove a 0.03-0.04% CTR
 - The increase in clicks for above the Hero placement was statistically significant at a 99% confidence level in both months
- September above the Hero placement drove significantly more revenue at \$15.9 K compared to below the Hero

Global ENG Metrics	August		September	
	Above Hero	Below Hero	Above Hero	Below Hero
Total Delivered	8.4 M	8.4 M	9.1 M	9.1 M
Total Clicks	78.2 K	76.4 K	101.6 K	105.5 K
Total CTR	0.94%	0.91%	1.12%	1.16%
Bookings	1.1 K	1.1 K	658	613
Revenue	\$479.5 K	\$456.9 K	\$306.1 K	\$248.9 K
% of Clicks to Milestone Message	3.23%	1.98%	3.67%	2.36%
Milestone Message Clicks	5,530	2,127	5,969	3,847
Milestone Message CTR	0.07%	0.03%	0.07%	0.04%
Milestone Message Bookings	12	8	28	5
Milestone Message Revenue	\$4.2 K	\$2.5 K	\$15.9 K	\$422
Statistical Significance of Clicks Difference	99%		99%	

Grow Engagement

Foundational Areas of Opportunities:

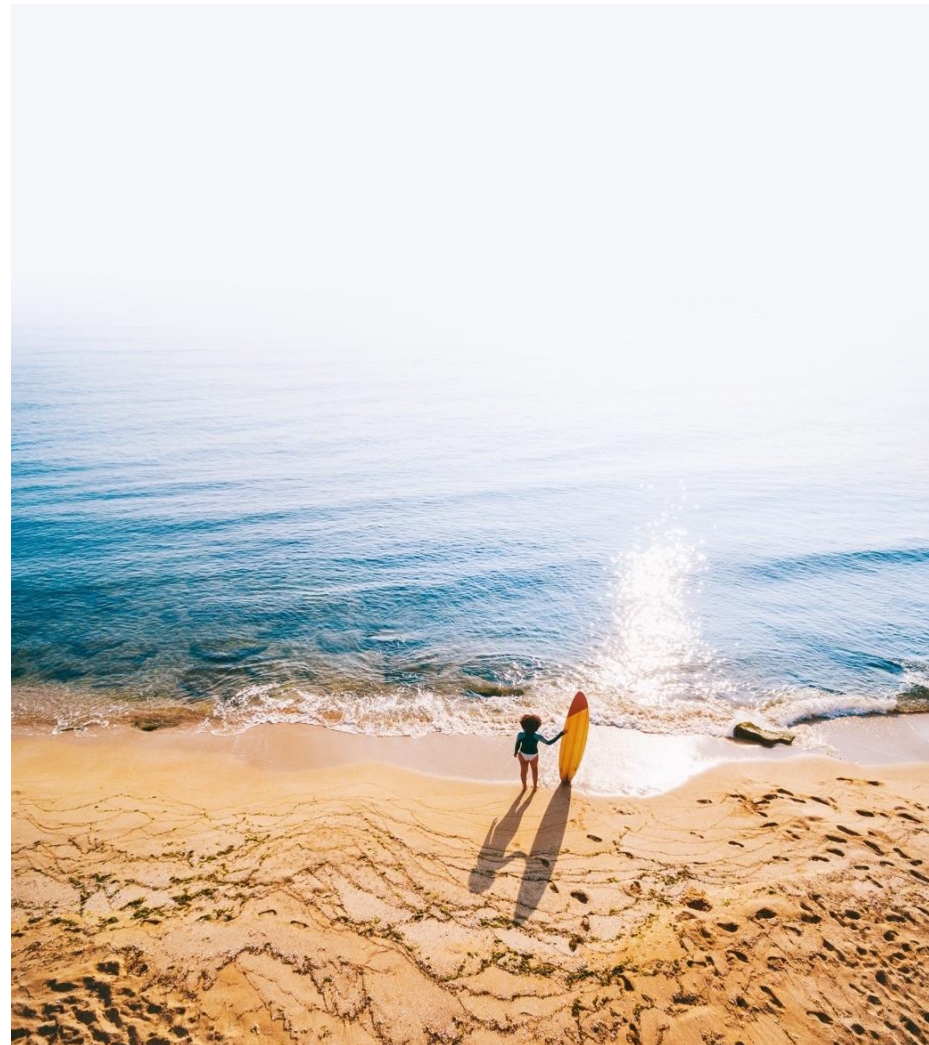
***Brand Education**

Condensed Version (New Members)

Tailored Content

Deepen Loyalty


() monthly highlights*



Brand Education continued to be a key focus throughout Q3 to educate and drive brand awareness

Jul Brand Education

How Do You Travel[, Fname]?
We Have a Hotel for Every Type of Traveler.




ALL-INCLUSIVE
by Marriott Bonvoy

Tailored to You
Beautiful Resorts in Beautiful Places

All-Inclusive by Marriott Bonvoy™ connects you to the most sought-after resorts in coveted destinations.

» BOOK ALL-INCLUSIVE



HOMES & VILLAS
by Marriott Bonvoy

Private Homes
Your Home Awaits From Here

Earn and redeem vacation homes by Marriott Bonvoy.

» EXPLORE

Aug City Express




CITY EXPRESS

City Express® Is Now Part of the Marriott Bonvoy Family


Plan your next fun family vacation or chic urban adventure at one of our 150 affordable hotels in Mexico and Latin America.

» BOOK NOW


How Do You Travel[, Fname]?
We Have a Hotel for Every Type of Traveler.



All Luxury
All the Time. »



Sophisticated Spaces
Are More My Style. »



Just the Essentials.
Please. »

Aug/Sep New Hotels

Explore Our New Hotels

Find your ideal stay at one of our exceptional hotels around the world.



Renaissance
Porto Lapa

» BOOK PORTO LAPA



Sheraton
Kagoshima

» BOOK KAGOSHIMA



St. Regis
Chicago

» BOOK CHICAGO

Be the First to Stay at Newest Hotels

at one of our exceptional hotels from around the world.



» HONEYROSE Hotel,
Montreal, a Tribute
Portfolio Hotel

» BOOK MONTREAL

» Moxy
Tromsø

» BOOK NORWAY

» JW Marriott
Clearwater Beach
Resort & Spa

» BOOK CLEARWATER
BEACH

ALL-INCLUSIVE by Marriott Bonvoy

**Pick the Destination.
We'll Handle the Details.**

From secluded romantic escapes to adventurous family fun, All-Inclusive by Marriott Bonvoy™ connects you to immersive resort experiences you'll never forget. »

Recommendations & Next Steps

Recommendations

- Continue to test milestone member placement in October Core MAU across all languages to finalize assessment as to which placement drives higher click engagement; above or below the hero
- Expand milestone messaging testing in November to focus on inactive segments, points inactive and lapsed stayer status, to drive lift in stay and points-based activity
- Continue to highlight luxury properties moving forward through new hotel features and other associated brand education initiatives to drive awareness and interest for luxury brand offerings
- Evaluate engagement differences for various sub-segment levels and regions to identify content and personalization opportunities for less active segments; this includes opportunity to leverage 3rd party data to enhance messaging and content strategies for select segments

Next Steps

Stakeholder Content Submissions

- Finalize Q3 stakeholder content submission results including post-click metrics where available
- Upon completion post to Oasis, in conjunction with Q3 performance deck, socializing that results through Q3 are now posted and available to team
- Continue and refine stakeholder feedback loop with process enhancements as needed into Q4

2023 Testing

- Finalize read-out on Milestone message placement test and decisioning on placement moving into 2024
- Shift focus to inactive segment level milestone testing to focus on driving increase in overall engagement levels

2024 Planning

- Continue planning moving into 2024 overall and with enhanced focus on segment level opportunities

A modern living room interior. In the center is a fireplace with a black metal mesh screen, through which a fire is burning. The fireplace is set into a wall of light-colored, rectangular stone tiles. To the left of the fireplace, on a dark wooden table, sits a framed crossword puzzle. The puzzle has several words filled in, including 'MARRIOTT', 'BONVOY', 'CHICAGO', and 'TIMZOE'. Below the puzzle is a small container of colored pencils and some papers. In the foreground, there is a large, orange leather armchair with a blue cushion and a brown bag. Next to it is a round, orange ottoman. To the left of the ottoman is a dark wooden table. The floor is dark and reflective. The overall atmosphere is warm and modern.

Thank You!

MARRIOTT
BONVOY

MOXY CHICAGO DOWNTOWN, ILLINOIS, USA

2023 Program KPI Goals

Fiscal Year KPIs	CTR	Unsub Rate	Revenue	Room Nights
2019	2.06%	0.21%	\$47.4 M	278.0 K
2022	1.31%	0.13%	\$25.9 M*	133.2 K*
First 6 Months 2022 (Jan. - Jun.)	1.50%	0.13%	\$16.5 M	84.0 K
2023 Program KPI Goals	1.3%	0.13%	\$2.1 M Monthly Avg. (Once Reporting Is Fixed)	11.0 K Monthly Avg. (Once Reporting Is Fixed)

*Revenue and Room Nights KPIs have been impacted by current reporting issues.
Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

2023 Member Level KPI Goals

2022 Member Level KPIs	CTR	Unsub Rate	Revenue	Room Nights
Basic	0.89%	0.15%	\$16.7 M	77.3 K
Silver	2.53%	0.05%	\$2.8 M	17.7 K
Gold	3.30%	0.05%	\$3.7 M	21.8 K
Platinum	5.12%	0.02%	\$1.1 M	7.0 K
Titanium	5.63%	0.02%	\$1.1 M	8.0 K
Ambassador	5.78%	0.02%	\$338.9 K	1.9 K
2022 Member Total	1.31%	0.13%	\$25.9 M	133.9 K

2023 Member Level KPI Goals

1.3%

0.13%

\$2.1 M
Monthly Avg.
 (Once Reporting Is Fixed)

11.0 K
Monthly Avg.
 (Once Reporting Is Fixed)

*Revenue and Room Nights KPIs have been impacted by current reporting issues.
 Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

Member Level Engagement Trends: Q3

Level	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
July 2023	31,249,557	297,796	0.95%	61,458	0.20%	2,615	\$1,121,589
Basic	26,631,188	193,644	0.73%	52,633	0.20%	1,631	\$732,514
Silver	1,927,488	33,782	1.75%	3,215	0.17%	346	\$128,022
Gold	1,912,931	42,907	2.24%	3,615	0.19%	379	\$160,263
Platinum	502,322	17,610	3.51%	1,170	0.23%	154	\$50,270
Titanium	253,613	8,868	3.50%	733	0.29%	97	\$45,315
Ambassador	22,015	985	4.47%	92	0.42%	8	\$5,204
August 2023	31,735,581	307,427	0.97%	64,363	0.20%	3,416	\$1,447,248
Basic	27,007,596	200,461	0.74%	55,481	0.21%	2,181	\$1,014,037
Silver	1,963,398	33,691	1.72%	3,299	0.17%	490	\$162,628
Gold	1,969,968	44,779	2.27%	3,634	0.18%	462	\$170,028
Platinum	512,091	18,529	3.62%	1,160	0.23%	182	\$73,709
Titanium	259,856	9,154	3.52%	709	0.27%	92	\$25,523
Ambassador	22,672	813	3.59%	80	0.35%	9	\$1,323
September 2023	27,258,305	328,291	1.20%	67,467	0.25%	1,883	\$795,530
Basic	22,864,527	173,478	0.76%	54,231	0.24%	880	\$421,964
Silver	1,804,139	46,719	2.59%	4,418	0.24%	335	\$156,593
Gold	1,841,966	63,309	3.44%	5,222	0.28%	370	\$119,138
Platinum	478,090	26,997	5.65%	1,977	0.41%	166	\$54,391
Titanium	247,048	16,512	6.68%	1,498	0.61%	122	\$35,492
Ambassador	22,535	1,276	5.66%	121	0.54%	10	\$7,951

*Revenue and Room Nights KPIs have been impacted by current reporting issues.

Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

Region Engagement Trends: Q3

Level	Delivered	Clicks	CTR	Unsubs	Unsub Rate	Bookings	Revenue
July 2023	31,249,274	297,791	0.95%	61,455	0.20%	2,615	\$1,121,589
US	17,858,245	169,162	0.95%	27,787	0.16%	1,728	\$702,247
Canada	1,396,415	18,766	1.34%	5,380	0.39%	196	\$81,189
CALA	1,398,929	13,777	0.98%	4,332	0.31%	155	\$76,712
Europe	1,621,136	17,935	1.11%	5,939	0.37%	110	\$53,944
MEA	1,533,887	11,710	0.76%	3,442	0.22%	95	\$56,067
APAC	7,440,662	66,441	0.89%	14,575	0.20%	331	\$151,429
August 2023	31,735,286	307,425	0.97%	64,363	0.20%	3,416	\$1,447,248
US	18,083,293	167,355	0.93%	28,217	0.16%	2,463	\$1,004,219
Canada	1,427,486	19,979	1.40%	4,940	0.35%	301	\$141,348
CALA	1,428,539	15,575	1.09%	4,536	0.32%	169	\$80,496
Europe	1,637,203	18,673	1.14%	6,699	0.41%	107	\$44,346
MEA	1,548,950	11,435	0.74%	4,064	0.26%	68	\$47,027
APAC	7,609,815	74,408	0.98%	15,907	0.21%	308	\$129,812
September 2023	27,258,078	328,289	1.20%	67,466	0.25%	1,883	\$795,530
US	16,599,091	218,150	1.31%	36,871	0.22%	1,408	\$519,316
Canada	1,167,272	21,202	1.82%	4,833	0.41%	140	\$106,720
CALA	1,224,261	13,125	1.07%	4,623	0.38%	76	\$40,532
Europe	1,333,165	19,894	1.49%	5,920	0.44%	81	\$49,801
MEA	1,265,696	8,500	0.67%	3,243	0.26%	33	\$15,983
APAC	5,668,593	47,418	0.84%	11,976	0.21%	145	\$63,177

*Revenue and Room Nights KPIs have been impacted by current reporting issues.

Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

Core MAU: Targeting

ID Business Rule Data Support

- 1 Marriott Bonvoy Members REWARDS_MEMBER_FLG = 'Y'
- 2 Language Preference EMAIL_LANGUAGE_CD in (ENG,BEN)
- 3 Please Lift Country Exclusion for Residents of Greater China (CN, MO, TW, HK), South Korea, and Quebec
- EXCLUDE_CUSTOMER_TYPE_CD = 'Y' and ISO_COUNTRY_2BYTE_

Standard Exclusions

ID Business Rule Data Support

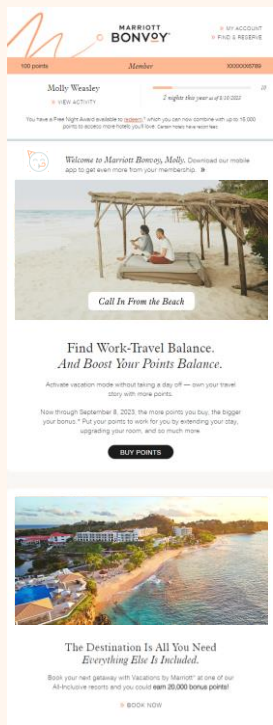
- 1 *Customer key must be valid Customer Key must be greater than 0*
- 2 *MBV Member/Employee account must be in good standing Account_status_cd. in '20, '21', '30*
- 3 *Email address must not be blank or null and email address must be valid Valid_email_address_flg = 'Y'*
- 4 *Must be opt-in to receive program emails Receive_email_program_flg = 'Y'*
- 5 *Must not be part of exclude email address list at Marriott*
admin.mrw_dim_combined_excluded_email_address_y
- 6 *Customer key must exist in kitchen sink at Marriott admin.mrw_dim_cust_kitchen_sink_vc*
- 7 *Passes Marriot standard legal exclusion admi.mrw_dim_combined_exclude_email_address_v*
- 8 Suppress Luxury audience ENG/BEN

July/August Performance

August Performance

Core MAU Snapshot: August 2023

The member newsletter launched on 8/17 & 8/24, and there were...



Supported Initiatives:

Q3 Points Promo | Vacations by Marriott | City Express | MEA MEO | MB Escapes | Moments NFL

All-Inclusive | Maritz | Hertz | United MileagePlus

9 Versions
In-Market

31.7 M Members Reached

258.8 K Clicks

3.4 K Booked Stays

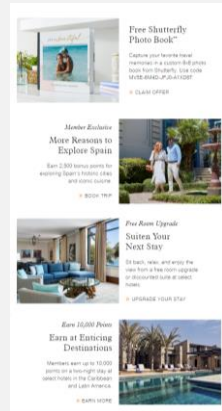
\$1.4 M Revenue
Generated

Content Curation

Stakeholders
Submitted Content **21**

Modules
Developed **25**

Dynamically
Targeted Modules **86%**



Language Versions

English, British English,
Spanish, German, French,
Italian, Portuguese,
Japanese & Chinese

Core MAU: August 2023

ENG/BEN (8/17) + In-Lang. (8/24)

Q3 Points Purchase Promo Offer

- SL: Jessica's Marriott Bonvoy Account: How to Boost Your Points Balance
- PH: New hotel openings, offers just for you, and more!

Generic Summer/Winter

- SL: Jessica's Marriott Bonvoy Account: End-of-Season Deals Inside
- PH: New hotel openings, offers just for you, and more!



Find Work-Travel Balance. And Boost Your Points Balance.

Activate vacation mode without leaving a day off — earn your travel story with more points.

Now through September 8, 2023, the more points you stay, the bigger your bonus.* Put your points to work for you by extending your stay, upgrading your room, and so much more.

[BUY POINTS](#)



The Destination Is All You Need Everything Else Is Included.

Book your next getaway with Vacations by Marriott® at one of our All-Inclusive resorts and you could **earn 25,000 bonus points**!

[BOOK NOW](#)

Hermonie's August Offers



Free Shutterfly Photo Book
Capture your favorite travel memories in a custom 8x10 photo book from Shutterfly. Use code **MAR23BEN** at checkout.

[CLAIM OFFER](#)

Member Exclusive More Reasons to Explore Spain



[BOOK TRIP](#)

Free Room Upgrade Sweeten Your Next Stay



[UPGRADE YOUR STAY](#)

Earn 10,000 Points Earn at Enticing Destinations



[EARN MORE](#)

Earn Points on Multiple Rooms at a Hotel

Members can earn points for up to 5 guest rooms at the same hotel under their Marriott Bonvoy number if they stay 1 night and pay for all 5. Please note all 5 rooms must also have the same room type and checked out on the same day. A qualifying rate or award reservation. Also, Night Credit and other benefits apply to the member's room only.

What's New This Month

NFL VIP Award

Marriott Bonvoy and the NFL have teamed up to bring you access to some of the best games throughout the season.

[VIEW MOMENTS](#)



Explore Our New Hotels

Find your ideal stay at one of our exceptional hotels around the world.



[RENAISSANCE PORTO LAGA HOTEL](#)

[BOOK PORTO LAGA](#)

[SHERATON KAGOSHIMA](#)

[BOOK KAGOSHIMA](#)

[THE ST. REGIS CHICAGO](#)

[BOOK CHICAGO](#)



Travel Tips

8 Money-Saving Travel Tips

Traveling on a budget can be tough. But the right side is that most budget-conscious ways to travel — from eating locally to local transportation — help minimize your carbon footprint.

[SEE ALL 8](#)

ENG version

Performance Metrics: August 2023

All versions: ENG/BEN (8/17) + In-Lang. (8/24)

- Delivered volume increased in August by 1.3%, continuing to trend upwards MoM
- Engagement was slightly lower compared to July, with CTR decreasing by 0.1 pts whereas bookings and revenue each increased by almost 30% MoM
 - In comparison against the average bookings and revenue reached higher levels as well; August generated 37.6% more bookings and 39.2% more revenue
- Unsub rate trended downwards with a decrease of 0.02 pts MoM

	Aug-23	MoM	YoY	vs. Avg.
Delivered	31.7 M	+1.3% (+421.4 K)	+17.2% (+4.7 M)	+10.8% (+3.1 M)
Clicks	258.8 K	-13.1% (-39.0 K)	-6.6% (-18.2 K)	-3.9% (-10.4 K)
CTR	0.8%	-0.1 pts.	-0.2 pts.	-0.1 pts.
Unsub Rate	0.18%	-0.02 pts.	+0.05 pts.	+0.03 pts.
Bookings	3.4 K	+29.8%	+4.1%	+37.6%
Room nights	7.3 K	+28.0%	-1.1%	+35.1%
Revenue	\$1.4 M	+28.5%	+2.7%	+39.2%

*Core MAU rolling 12-month avg. includes Aug '22 – Jul '23

*Revenue and Room Nights KPIs have been impacted by current reporting issues



Core MAU Regional Heat Map Insights: **August 2023**

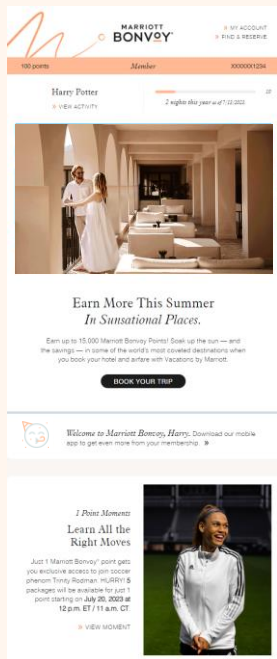
- The Account box remained the top clicked content in August followed by the header
 - US, Canada and CALA engaged with the Account Box more than the other regions driving 28% of clicks
- Canada engaged the most with the Hero with 14.9% of clicks to the module
- Strong engagement in the Offers section from the US and Europe audience
 - The offer driving the most clicks for the US audience was Suites, while Spain Lux MEO drove the most in Europe
- Canada and CALA engaged the most with Member Benefits; Europe and MEA were the next most engaged with most of the activity being tied to the All-Inclusive module
- Engagement was very strong in the Brand Education section for Europe, MEA and APAC regions
 - Each region drove 6-7% of clicks, with clicks spread equally among the three properties

[illegible]

July Performance

Core MAU Snapshot: July 2023

The member newsletter launched on 7/20 & 7/22, and there were...



**9 Versions
In-Market**

31.2 M Members Reached

297.8 K Clicks

2.6 K Booked Stays

**\$1.1 M Revenue
Generated**

Supported Initiatives:

Vacations by Marriott | EMEA MEO | Moments 1 Point Drop | Discover Local | Stay Longer | Cobrand
Earn on Dining | Annual Choice Benefit | Personal Ambassadors | Maritz | United MileagePlus

Content Curation

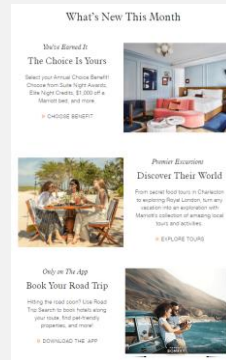
Stakeholders
Submitted Content **20**

|

Modules
Developed **30**

|

Dynamically
Targeted Modules **80%**



Language Versions

English, British English,
Spanish, German, French,
Italian, Portuguese,
Japanese & Chinese

Core MAU: July 2023

ENG/BEN (7/20) + In-Lang. (7/22)

Vacations by Marriott

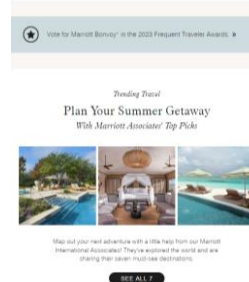
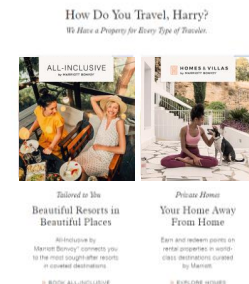
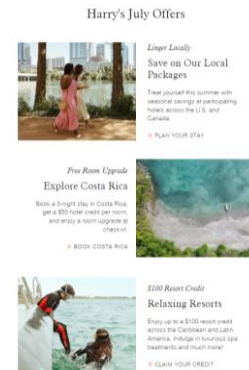
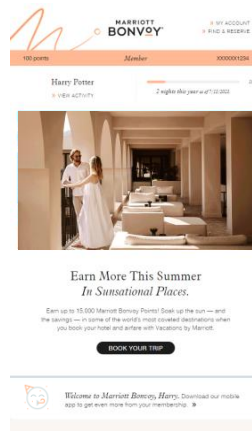
- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 15k Pts This Summer!
- PH: More points. More miles. More ways to earn inside...

EMEA MEO

- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 10k Points This Summer!
- PH: More points. More miles. More inside...

Generic Summer/Winter

- SL: Jessica's Marriott Bonvoy Account Update: Exquisite Hotels You Need to See to Believe
- PH: Also: More points. More miles. More inside...



ENG version



Performance Metrics: July 2023

All versions: ENG/BEN (7/20) + In-Lang. (7/22)

- Delivered volume increased significantly in July by 2.8%, impacted by the continued increase in our number of emailable members into Q3
- MoM increase in CTR of 0.1 pts. with it being second highest YTD following May in which Points Promo was featured
- Although financials saw a decrease MoM with June traditionally having higher totals, July had stronger performance in comparison to both YoY and the 12-month average
 - Bookings increased 25% and Revenue 13% in comparison to July of 2022

	Jul-23	MoM	YoY	vs. Avg.
Delivered	31.2 M	+2.8% (+851.8 K)	+16.2% (+4.4 M)	+10.8% (+3.0 M)
Clicks	297.8 K	+15.4% (+39.8 K)	+23.5% (+56.7 K)	+12.6% (+33.3 K)
CTR	1.0%	+0.1 pts.	+0.1 pts.	+0.0 pts.
Unsub Rate	0.20%	+0.00 pts.	+0.07 pts.	+0.06 pts.
Bookings	2.6 K	-23.3%	+25.0%	+7.9%
Room nights	5.7 K	-20.1%	+14.2%	+6.7%
Revenue	\$1.1 M	-23.0%	+13.0%	+9.4%

*Core MAU rolling 12-month avg. includes Jul '22 – June '23

Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted



Core MAU Regional Heat Map Insights: July 2023

- US and Canada had stronger engagement with the Account box and offers section in comparison to other regions; approximately 30% of total clicks for Account box and 10% for offers section
- MEA engaged the most out of any region with the Hero (15% or more of clicks), with EMEA MEO hero driving most revenue overall in hero section for campaign in total
- Europe, MEA and APAC saw higher engagement with the Member Benefits section
 - Miles to Points was the most clicked Member Benefit in Europe and MEA, followed by Maritz Global Offer
 - APAC engagement driven from Fairfield Michinoeki Hotels, Maritz Global Offer and GWP Tin Candle Shop EDITION
- Brand Education module generated more clicks than the Member Benefits section in all regions with CALA, EMEA and APAC more engaged than U.S./Canada
 - 6-8% of clicks for brand education that featured: All Luxury, Sophisticated Spaces, Just the Essentials
 - 3-4% of clicks for the All-Inclusive/HVMB feature
 - For reference, June's standard leisure module generated around 2-3% of clicks for all regions outside of CALA and Europe which were closer to 4%
- Traveler showed significant level of interest for CALA with 7% of clicks



Modules	% of Clicks	% of Bookings	US	Canada	CALA	Europe	MEA	APAC
Header	16.22%	51.63%	16.64%	14.75%	16.39%	16.42%	17.82%	15.25%
Account Box	26.64%	25.85%	31.49%	28.19%	17.13%	15.45%	21.22%	23.51%
Hero	15.32%	12.62%	14.65%	12.60%	12.69%	16.78%	18.53%	16.98%
Vacations by Marriott	7.35%	2.87%	14.60%	--	--	--	--	--
EMEA MEO	5.23%	5.16%	0.00%	12.58%	2.03%	14.79%	18.48%	9.32%
Generic Summer/Winter	2.74%	4.59%	0.05%	0.02%	10.66%	1.98%	0.05%	7.65%
Status Banner	5.54%	1.87%	7.15%	7.35%	0.99%	4.75%	3.09%	3.76%
1 Point Moments	2.65%	0.27%	3.51%	2.52%	0.30%	1.95%	2.85%	1.71%
Offers	7.72%	5.89%	10.03%	11.44%	9.95%	3.60%	3.53%	3.57%
Discover Local	3.95%	5.05%	5.22%	7.97%	0.64%	2.47%	3.52%	1.78%
Stay Longer for Less	0.35%	0.08%	0.01%	0.00%	3.88%	1.13%	0.01%	--
MEO Costa Rica	2.02%	0.61%	3.28%	2.53%	3.29%	--	--	--
Earn on Dining	0.43%	0.00%	--	--	--	--	--	1.79%
CALA Resort Credit	0.84%	0.15%	1.51%	0.94%	0.39%	--	--	--
Spring Deals on 5+ Nights	0.12%	0.00%	0.00%	0.00%	1.76%	--	--	--
Cobrand Banner	0.38%	0.00%	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%
Cobrand	2.73%	0.00%	1.67%	1.90%	1.17%	0.49%	1.29%	6.61%
Member Benefits	3.68%	0.76%	2.66%	2.44%	3.05%	6.19%	4.60%	5.30%
Annual Choice Benefit	0.34%	0.15%	0.27%	0.25%	0.06%	0.21%	0.04%	0.68%
Miles to Points	1.09%	0.34%	1.15%	1.26%	--	3.90%	2.63%	--
Personal Ambassadors	0.01%	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%	0.04%
Tours and Activities	0.04%	0.00%	0.09%	--	--	--	--	--
Road Trip on App	0.16%	0.04%	0.29%	0.26%	--	--	--	--
Maritz Global Offer	0.83%	0.00%	0.01%	0.37%	2.99%	2.06%	1.92%	1.44%
United Mileage Plus	0.44%	0.15%	0.84%	0.29%	--	--	--	--
Fairfield Michinoeki Hotels	0.47%	0.04%	0.01%	0.00%	0.00%	0.00%	0.00%	1.92%
GWP Tin Candle Shop EDITION	0.30%	0.04%	--	--	--	--	--	1.22%
Brand Education	4.71%	0.34%	3.26%	3.63%	7.96%	7.24%	5.83%	6.07%
All Luxury	0.84%	0.00%	0.01%	0.14%	2.41%	1.85%	1.56%	1.84%
Sophisticated Spaces	0.70%	0.00%	0.00%	0.15%	2.23%	1.37%	1.42%	1.51%
Just the Essentials	0.89%	0.04%	0.00%	0.25%	2.93%	1.65%	1.42%	1.97%
All-Inclusive	1.34%	0.19%	1.97%	1.81%	0.18%	1.31%	0.80%	0.38%
Homes & Villas	0.94%	0.11%	1.28%	1.28%	0.22%	1.07%	0.63%	0.37%
Frequent Traveler Awards Banner	0.22%	0.00%	0.22%	0.17%	0.08%	0.61%	0.39%	0.12%
Traveler/Wanderlust	1.45%	0.08%	1.20%	1.58%	7.09%	3.45%	0.14%	0.02%
Traveler	0.86%	0.00%	0.03%	1.58%	7.09%	3.45%	0.14%	0.02%
Wanderlust	0.59%	0.08%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%
Featured Properties	2.08%	0.00%	0.61%	0.49%	6.35%	3.99%	4.44%	3.28%
Footer	10.66%	0.69%	6.18%	12.91%	16.84%	19.09%	16.29%	13.84%